



Where did you first meet Benson & Hedges?



People who are going places . . . go with Benson & Hedges. With its tobacco—a rich blend, a subtle flavor. With its filter—recessed so that it never touches your lips, never intrudes upon your enjoyment. With its packet—a personal cigarette case, a truly elegant bonus. Is it any wonder that with Benson & Hedges you always travel first class?

With  
Benson & Hedges  
you pay more . . .  
you get more

(American President Lines, Nelson Navigation Co., Italian Line, P&O Lines, General Steamship Company Limited, United States Lines)

**B&B**

Time . . . . . March 15, 1962  
The New Yorker . . . . . April 29, 1962  
Newsweek . . . . . March 11, 1962  
World Today . . . . . April, 1962

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